

Name \_\_\_\_\_

## The Art of Persuasion: The Influence of Advertising on Consumer Choices

### Multiple Choice Answer Key

1. c) Suggesting that owning the product will bring happiness or success.
2. c) By using colorful and entertaining commercials for toys and snacks.
3. c) Fear of Missing Out.
4. b) Fostering materialism.
5. b) Critical thinking empowers consumers to make informed choices.

